

From Cape Town to the UK: How Reputation Research is strengthening PSFA's impact

We are thrilled to share that the Peninsula School Feeding Association (PSFA) recently represented our community on an international platform. On Friday, 6th March, our director, Petrina Pakoe, was invited to



the United Kingdom to participate in the 25th-anniversary flagship conference of the John Madejski Centre for Reputation (JMCR), held at the prestigious Henley Business School, University of Reading.

Building connections in a polarised world

The milestone event, hosted at the beautiful Greenlands Campus in Henley, brought together influential voices from government, academia, business, and the non-profit sector. The theme of the day, "Building connections and reducing polarisation," resonates deeply with the work we do here in Cape Town, where fostering trust and community relationships is at the heart of our mission.

The JMCR is a world leader in research regarding how reputation and responsible leadership drive sustainable behaviour. Their work helps organisations, from global corporations to local charities, understand how to communicate for meaningful societal change.

Sharing our story alongside global leaders

It was a truly momentous occasion for PSFA to be included in a distinguished line-up of speakers. Petrina presented a vital case study on how reputation research has directly supported PSFA in deepening our community relationships and expanding our impact.

Sharing the platform with Petrina were several notable figures, including:

- Baroness Theresa May, former UK Prime Minister, who delivered the keynote address on realigning the values of service and power.
- Sir John Madejski OBE, who shared insights on the importance of building meaningful relationships.
- Professor Tom Oliver, who explored lessons from ecological science for societal cohesion.
- Gary Leboff, a leading performance psy-



Petrina Pakoe and Baroness Theresa May.

chologist, offered guidance on sustaining positive change.

A partnership rooted in impact

Our presence at the conference is the result of a flourishing partnership. Since 2022, PSFA has been involved in a research initiative with Henley Business School. This collaboration has enabled us to apply academic, relationship-based models in our daily operations, ensuring we remain a trusted and resilient pillar for the children and schools we serve.

"PSFA is extremely grateful for the opportunity granted to the organisation to share a platform with such esteemed speakers and to showcase the incredible work being done in South Africa." Petrina Pakoe, PSFA Director.

"We return from the UK inspired by these global perspectives, ready to continue building the connections that ensure no child has to learn on an empty stomach."

Following her successful presentation in the UK, Petrina has been invited to take the stage once again at the Henley Impact Partnership Conference on 27th March at The President Hotel in Cape Town.

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100% of your donation goes to the actual cost of feeding children.
PSFA has Section 18A status, so donations are tax deductible.

Learners lead the way in **supporting less fortunate** schoolchildren facing hunger

Each year, schools across Cape Town demonstrate remarkable compassion by supporting children who face hunger. Learners and staff generously give their time and energy to organise fundraising initiatives that help ensure their peers receive the daily nutrition they need to learn and thrive. The Peninsula School Feeding Association (PSFA) is deeply grateful for the kindness and commitment shown by these caring school communities.

During the final term of 2025, five schools once again embraced this spirit of generosity through a range of inspiring fundraising activities. Together, they raised an impressive R168 782.09 — enough to provide 178 learners in PSFA's Nutrition Support Programme with nutritious breakfasts and lunches every school day for a full year (190 school days).

We extend our heartfelt thanks to the following schools:

- Herzlia Weizmann Primary School — learners participated in a mini Blisters for Bread



PSFA Fundraising Manager, Charles Grey, presents a certificate of appreciation to Janine Cloete, Principal of Greenfield Girls' Primary School.

walk along the Sea Point Promenade on 30 September 2025

- Kronendal Primary School, Hout Bay — learners took part in a mini Blisters for Bread walk on Chapman's Peak on 1 October 2025
- Greenfield Girls' Primary School — learners hosted a lively Spell-a-Thon at their school on 31 October 2025

- Herschel Girls Preparatory School — learners enjoyed a mini Blisters for Bread walk in Tokai Forest on 17 October 2025
- Western Province Preparatory School (WPPS) — Grade 7 learners organised and completed an inspiring 24-hour marathon from 20–21 November 2025

“It is truly inspiring to see learners stepping forward with such compassion for children who face hunger each day. Their generosity reminds us that young people have the power to create meaningful change in their communities.” Charles Grey, Fundraising Manager, PSFA

PSFA warmly invites other schools across Cape Town to join this inspiring movement of care and generosity. Every initiative, whether a walk, challenge, or creative fundraiser, helps ensure that less fortunate schoolchildren receive the nourishment they need to grow, learn, and succeed.

To get involved, please contact Charles or Chantal at info@psfa.org.za or 021 447 6020.

Sneaker LAB invests in **play and nutrition** at Simon's Town School

On Thursday, 5 February, learners at Simon's Town School were treated to a joyful surprise when staff from Sneaker LAB officially handed over brand-new bench seats, a jungle gym and swings for the foundation phase playground. The new equipment has transformed the outdoor space into a vibrant area where young learners can play, socialise and develop essential physical skills.

The playground upgrade forms part of Sneaker LAB's broader commitment to supporting children's wellbeing through its partnership with the Peninsula School Feeding Association (PSFA). In addition to infrastructure support, Sneaker LAB provides funding for PSFA's nutrition programmes at Simon's Town School, Portia Primary School, and Ysterplaat Primary School, ensuring that more than 400 learners receive daily breakfast and lunch.

“Children need safe, stimulating spaces to play just as much as they need nutritious meals to learn,” said a Sneaker LAB representative. “Our partnership with PSFA allows us to support both physical development and nourishment, creating an environment where learners can truly thrive.”

PSFA Fundraising Manager Charles Grey welcomed the contribution, emphasising the value of long-term partnerships that go beyond



Learners from Simon's Town School join Sneaker LAB staff in celebrating the handover of their brand-new jungle gym.



Learners trying out the new swings.

feeding alone. "We are incredibly grateful to Sneaker LAB for their continued support," said Grey. "By investing in both nutrition and play, they are helping us address the holistic needs of learners. A fed child can concentrate

in class, and a child who has space to play can grow with confidence and joy."

PSFA believes that meaningful collaboration between corporates and communities plays a vital role in breaking the cycle of hunger and

supporting child development. Partnerships like this one demonstrate how collective action can create lasting, positive change in the lives of young learners.



A happy group of learners seated on the new bench tables donated by Sneaker LAB.



A representative of Sneaker LAB handing out sweets to the learners.

A meaningful book launch in support of hungry schoolchildren

In a touching display of generosity and long-standing commitment to the Peninsula School Feeding Association (PSFA), a recent book launch became a heartfelt fundraising initiative to help provide nutritious meals for vulnerable schoolchildren.

On Saturday, 13 December, author and dedicated PSFA supporter David Bass hosted around 40 guests to celebrate the launch of his first commercial publication, *The Day I Met Socrates*, which he describes as a "deconstructed memoir." Although the book is available for purchase on Amazon, a limited number of printed copies were produced specifically for the launch event.

Rather than selling the books, guests were invited to make a voluntary donation to PSFA. This thoughtful approach ensured that the celebration of a literary milestone also contributed to an important cause—helping provide nutritious meals to children affected by poverty.

David's connection to PSFA spans decades. He first became aware of the organisation in 1959 when he started primary school, just one year after PSFA was founded. At the time, learners were encouraged to bring a penny to school every Wednesday to place in the PSFA collection tin. This simple tradition of giving became a regular part of school life and left a lasting impression.



David Bass, author of Day I met Socrates and long time PSFA supporter.

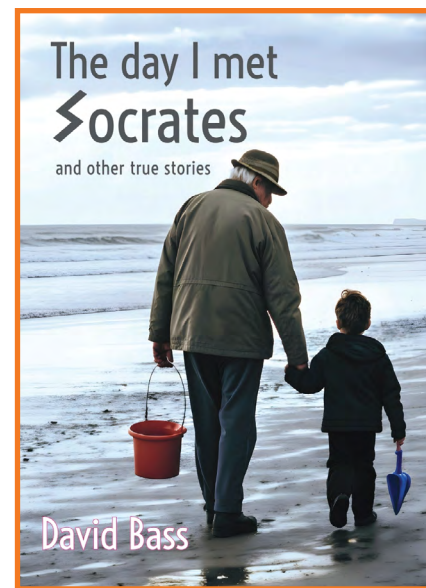
Reflecting on those early memories, David says he has continued to support PSFA whenever possible, recognising the profound difference the organisation makes in the lives of children who might otherwise face a school day on an empty stomach.

He notes that he has been fortunate never to experience the kind of hunger that can dominate a child's thoughts and make it nearly impossible to concentrate, learn, or participate fully in school life.

For children to learn, grow, interact socially, and simply enjoy childhood, proper nourishment is essential. Through its dedicated work over the past 68 years, PSFA has helped make this possible for hundreds of thousands of learners across the Western Cape.

PSFA is deeply grateful for this generous initiative and for the ongoing support of individuals who understand that ensuring children receive nutritious meals at school is one of the most powerful ways to support their education and wellbeing.

"If children are to learn, develop, interact socially or simply revel in the joys of childhood, they need sustenance, and PSFA's selfless work over the last 68 years has made this possible for hundreds of thousands of children. There is simply no better cause to salute and support." David Bass



NPOs as economic drivers: **building stronger communities** through partnership

The Peninsula School Feeding Association (PSFA) is proud to be a member of the Cape Chamber of Commerce and Industry. Our director, Petrina Pakoe, who also serves as Vice-Chairperson of the Chamber's Non Profit Organisation (NPO) Sector Committee, together with our Fundraising Manager, Charles Grey, recently attended the launch of the Chamber's new NPO Portfolio in Century City. This strategic initiative aims to integrate the vital community development work of non-profit organisations into the broader Chamber network.

The launch coincided with the findings of a comprehensive research report into the economic impact of NPOs, sponsored by the Chamber and due to be officially released soon. The study, conducted by Henley Business School South Africa, underscores the significant role that non-profit organisations play as drivers of socio-economic development, rather than merely charitable entities.

According to a survey of 361 Western Cape NPOs, the sector generates a collective annual income of R1.49 billion, highlighting its substantial contribution to the regional economy. In addition, these organisations collectively employ 21,398 people in various capacities, further demonstrating the sector's importance as an economic stakeholder.

The report also reveals that 250 of the surveyed NPOs provide skills development training to 687,697 beneficiaries. These programmes span a wide range of focus areas, including financial literacy, leadership development, life skills, and sports training—

illustrating the breadth and depth of the sector's impact.

Speaking at the launch, Chamber NPO Portfolio Chairperson Dee Moskoff emphasised the importance of collaboration between business and the non-profit sector. "NPOs are not charities; we are critical partners in business," she said. "There is a growing emphasis on the environmental and social impact of businesses, particularly as business success is closely linked to the well-being of the communities in which they operate. In this context, collaboration between businesses and NPOs has become increasingly important."

She further highlighted opportunities for mutual training initiatives and crisis-intervention support across education, healthcare, and social services. Businesses, she noted, can assist NPOs by strengthening their internal

capabilities or providing professional services that are not available in-house.

The launch event featured several high-profile panellists who discussed the far-reaching impact of NPOs. Among them was Clara Kwizera of Izinga Assist, a verification platform for NPOs and one of four organisations tasked with verifying NPOs forming part of the Chamber's new portfolio. Kwizera noted that a key function of NPOs is to mitigate risk within the country, the economy, and society at large. "We're all in trouble if our NPO sector doesn't succeed," she said.

The establishment of the NPO Portfolio marks a significant step toward strengthening collaboration between the business and non-profit sectors, reinforcing the role of NPOs as essential partners in driving sustainable socio-economic development in the Western Cape.



NPO Sector Committee Members (Petrina, second from the left) with the Chamber's CEO and Chairperson.

Strengthening skills, enhancing **nutrition**: Food handlers cluster workshops – March 2026

In March 2026, the Peninsula School Feeding Association (PSFA) had the privilege of hosting a series of cluster training workshops for food handlers from learning institutions across the Western Cape. These workshops form an essential part of our ongoing commitment to maintaining the highest standards in the preparation and delivery of nutritious meals to the more than 33,000 learners we serve each day.

The training sessions focused on the

practical application of key protocols and procedures that underpin PSFA's nutrition support programme. From food safety and hygiene to effective stock management and meal preparation, each aspect was carefully demonstrated and reinforced. Our experienced field workers played a vital role in guiding participants through these processes, sharing their knowledge and ensuring that best practices are both understood and confidently applied.

A standout feature of the workshops was the

emphasis on hands-on learning. Our volunteer food handlers were given the opportunity to actively engage in the preparation process, thereby translating theory into practice in a supportive environment. These interactive sessions not only strengthened individual skills but also encouraged participants to share ideas and experiences, fostering a sense of community and collaboration.

We are confident that the time spent learning together will lead to tangible improvements across our feeding sites, including enhanced



PSFA Field Worker, Cheryl Manual, demonstrates practical rice-cooking techniques to volunteer food handlers.

meal quality, better stock control, and stronger compliance with health and safety standards. Importantly, these workshops also create a platform for continuous learning, where food handlers can grow and support one another in their roles.

As part of our investment in capacity building, a number of participants have been identified to undertake accredited training later

this year, fully funded by PSFA. This initiative reflects our belief that empowering those at the heart of our programme ultimately strengthens our ability to serve learners with dignity, care, and consistency.

Through initiatives like these, PSFA continues to nourish not only young minds but also the dedicated individuals who make our work possible every day.

GrandWest SED expands support, **nourishing** more schoolchildren

GrandWest Socio-Economic Development (SED) is making a significant impact in the fight against childhood hunger by expanding its partnership with the Peninsula School Feeding Association (PSFA). This renewed commitment ensures that more learners in our community start each day with the fuel they need to learn, grow, and succeed.

Expanding the reach

Building on a strong foundation of community care, GrandWest SED has increased its funding to support two additional schools, namely: HJ Kroneberg Primary School and Elsies River High School, bringing the total number of schools to five and the learners benefiting from the

programme to 630. These children will receive nutritious cooked breakfasts and lunches every school day for the entire school year.

The schools supported by GrandWest SED:

School	Number of learners fed
HJ Kroneberg Primary (New)	200
De Waveren Primary	140
Elsies River High (New)	100
Valhalla High	100
Elswood High	90
Total	630

More than just a meal

For many learners, these may be the only meals they will receive for the day. By addressing food insecurity directly within the school environment, this initiative supports multiple critical areas:

- Academic performance: Well-nourished learners show higher concentration and better cognitive retention.
- Physical health: Balanced meals strengthen immune systems and support healthy growth.
- Attendance: Reliable meal programmes encourage consistent school attendance, creating a stable learning routine.

Voices from the partnership

“Supporting the health and education of our youth is at the heart of what we do at GrandWest. We are proud to extend our support to more schools and more learners, and to partner with PSFA in making a tangible difference in their daily lives,” said Mervyn Naidoo, General Manager of GrandWest Casino and Entertainment World.

Petrina Pakoe, Director of PSFA, emphasised the transformative power of this support: “This generosity does more than feed children; it empowers them. By nourishing their bodies, we enable them to focus on learning and achieving their full potential. We are deeply grateful for this ongoing partnership.”

A shared mission

Through the collaboration, GrandWest SED and PSFA continue to uphold a vital mission crucial goal: ensuring that no child in the Western Cape is forced to learn on an empty stomach. By investing in school nutrition, they are investing in the future leaders of our community, one meal at a time.



Some of the learners on our nutrition support programme enjoying a nutritious lunch, made possible through the generous support of GrandWest SED.

Empowering young talent through partnership and experience

The Peninsula School Feeding Association (PSFA), in partnership with On the Ball College, an accredited IT and computer training academy, has proudly hosted two promising interns, Lihle Kwelemtini and Thobani Ntantala, as part of their transition from academic training into the professional world.

Having recently completed their NQF Level 5 qualification in System Support, Lihle and Thobani joined PSFA to gain meaningful, hands-on experience within a structured workplace environment. During their time with the organisation, they have played an important role in supporting daily operations, with a strong focus on data capturing and administrative tasks. Their dedication and willingness to learn have made them valued team members.

A proud milestone for both interns was their graduation on 25 March 2026, marking the successful completion of their studies and the beginning of an exciting new chapter in their careers. As they prepare to conclude their internship with PSFA in April, we extend our heartfelt congratulations and wish them every success in their future endeavours.

PSFA has also benefited greatly from the contribution of administrative intern Kauthar Ismail during this period. Kauthar has provided invaluable support to the Programmes team, particularly in capturing and collating essential data. Drawing on her prior work experience, she has brought a high level of competence and versatility to her role, contributing in a variety of meaningful ways.

At PSFA, we remain committed not only to nourishing young minds through our feeding programmes but also to supporting skills development and creating opportunities for growth. These internships reflect the power of collaboration in building brighter futures—for both the individuals involved and the communities we serve.



From left to right are PSFA interns Lihle Kwelemtini, Kauthar Ismail and Thobani Ntantala.

Welcoming our new bookkeeper: Chelsey Eckstein

The PSFA general committee, management, and staff are delighted to welcome Chelsey Eckstein as our new Bookkeeper, effective 5 January 2026.

Chelsey takes over this important role from Nicky Samuel, who retired at the end of March after her valued service to the organisation. We extend our sincere gratitude to Nicky for her dedication and contribution to PSFA over the years and wish her all the very best in her retirement.

Chelsey joins the PSFA team as a dedicated and driven professional, bringing with her a strong foundation in both technical and financial disciplines. She began her academic journey in Information Technology at the College of Cape Town, where she spent three years building valuable analytical and systems-based skills. It was during this time that she discovered her passion for accounting—a path she has since pursued with focus and determination.

In 2021, Chelsey obtained her qualification in Accounting Practice and has since been



working in the field, gaining valuable experience while continuously developing her skills. She is

detail-oriented, adaptable, and committed to delivering accurate, efficient work, qualities essential to supporting the financial integrity of our organisation.

Beyond her professional achievements, Chelsey is a proud young mother of two boys, Cade and Arlo, and a supportive partner to her husband, Brent. She values balance and brings a warm, grounded perspective to both her personal and professional life.

In her free time, Chelsey enjoys exploring different restaurants and cuisines, reading, and spending quality time with her family. She is passionate about growth, meaningful experiences, and contributing positively in all areas of her life.

We are thrilled to have Chelsey join the PSFA family and look forward to the important role she will play in strengthening our financial operations as we continue our mission to provide nutritious meals to thousands of learners each day.

Welcome to the team, Chelsey!

PSFA General Committee Members and Staff recognised for **Long Service**

The Peninsula School Feeding Association (PSFA) recently honoured several dedicated members of its leadership and staff for their years of loyal service and commitment to the organisation's mission to combat hunger among schoolchildren.

PSFA Director Petrina Pakoe presented certificates of appreciation to three long-serving members of the Voluntary General Committee. Chairman Brian Benatar was recognised for 25 years of exceptional service, while Dalmari Steward and Yongama Skweyiya were honoured

for 10 years of dedicated involvement. Their leadership and steadfast support have played an important role in strengthening PSFA's work in vulnerable communities.

At the PSFA staff end-of-year function on Friday, 12 December 2025, Petrina also presented long-service awards to Chantal Crook, Donor Administrator, and Sharkeyrah Walters, MODS Administrator, in recognition of five years of loyal service. Their commitment and professionalism contribute significantly to the organisation's smooth running and to the strengthening of relationships with donors and

partner schools.

The celebration included a special surprise when Financial Manager Morne Goosen presented Petrina Pakoe with an award acknowledging 10 years of outstanding leadership and service to PSFA.

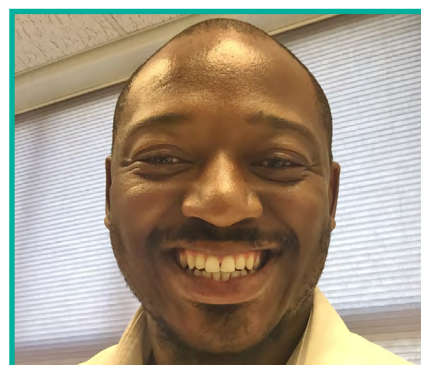
PSFA extends its sincere thanks to these valued team members for their dedication and commitment to ensuring that learners affected by poverty in our nutrition support programme continue to receive the daily meals they need to learn and thrive.



PSFA Chairman, Brian Benatar honoured for an extraordinary 25 years service.



PSFA General Committee Member, Dalmari Steward honoured for 10 years service.



PSFA General Committee Member, Yongama Skweyiya honoured for 10 years service.



PSFA Director, Petrina Pakoe presenting our MODS Administrator, Sharkeyrah Walters with her 5-year long service award.



PSFA Donor Administrator, Chantal Crook receiving her 5-year long service award from Director, Petrina Pakoe.



PSFA Finance & Office Manager, Morne Goosen presenting Petrina with her award for 10 years service.



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"You can't teach a hungry child"